

From the Driver's Seat to the Director's Chair

Attention Connecticut high school students – this is your chance to shine in front of a statewide audience, promote driving safety and have a little fun!

The Connecticut Department of Motor Vehicles (DMV) - with the support of the Allstate Foundation and WFSB-TV- has designed a video contest for high school students, and wants all aspiring producers, actors and directors to participate.

You write the script. You direct the actors. You edit the film. And in the end, you can help save lives through the promotion of Connecticut's teen driving laws.

If your video is chosen as a winner, it will be aired on WFSB-TV, featured on DMV's Web site, and a special ceremony will be held to honor your work. In addition, your school will receive a monetary prize from the Allstate Foundation to promote teen safe driving in your school.

So, grab your camera, prepare the set and settle into the director's chair! Take advantage of this opportunity for fun, and send an important message on teen driving safety.

Play a Part

Car crashes are the leading cause of death among teens in the United States. We want teenagers to change that statistic. Connecticut enacted new teen driving laws that came into effect August 1, 2008. These new laws were designed to keep teenagers safe on the roads as they undertake the responsibility of driving. As these laws begin to affect new drivers in your high school, DMV has designed a video contest to empower teens and promote the laws.

To download and print out the complete list of official rules, appearance release and entry form, log on to ct.gov/teendriving/contest.

Who Can Enter

Those eligible are: students enrolled in a public or private high school located in Connecticut, or students ages 14 to 18, receiving home-schooling in Connecticut and who designate a state Department of Education-recognized public or private high school as recipient of a monetary prize.

State of Connecticut Department of Motor Vehicles (DMV) employees or relatives of DMV employees, its prize sponsor(s) employees and their relatives, and judges of this contest and their relatives, are all **NOT ELIGIBLE** to participate. The term "relatives" includes spouses, grandparents, parents, siblings, children and grandchildren.

How to Enter

No purchase is necessary to enter. **Each contestant or group of contestants may submit only one entry.**

To submit an entry, each entrant must produce (write, shoot and edit to final production) their own twenty-five (:25) second public service announcement ("PSA"). The PSA must be exactly twenty-five (:25) seconds in length and must focus on one of the following topics that relate to teen driving: passenger restrictions, night driving curfew, or the increased suspension penalties for reckless driving, speeding and street racing. See Web site for a detailed description of official rules, section 2(f).

The contest starts on Friday, October 24, 2008. Entrants will mail a complete entry to the Connecticut Department of Motor Vehicles, Attn: Corporate and Public Relations Unit, "Teen Driving PSA Contest," 60 State Street, Wethersfield, CT, 06161. A complete entry consists of 1) the completed entry form, 2) a signed release form by entrant and his/her parent or legal guardian, 3) appearance releases signed by anyone other than the entrant who appears in the PSA and 4) the PSA. **Entries must be postmarked or received by DMV Corporate and Public Relations Unit by 4:30 p.m. EST on December 31, 2008.** PSA's must be submitted in DVD format only.

DMV is not responsible for lost, late, or misdirected mail or for printing errors, server unavailability, computer or any other electronic malfunction. All entries received that are duplicates, mutilated, tampered with, illegible, or from ineligible entrants will be void. All entries become the property of the State of Connecticut Department of Motor Vehicles and will not be returned.

By entering contest entrants acknowledge that the PSA is their own work. All entries must be entrants' original work and should not be/have been submitted to or published or broadcast by any other publication or media company. The PSA may not contain any copyrighted or trademarked material. In addition, the PSA may not contain nudity or profanity of any kind, and may not portray anyone under the age of 21 drinking, or pretending to drink, alcohol. The DMV reserves the right to edit, crop or alter the PSA without notification to or approval by the entrant.

Judging of the Entries

Entries will initially be judged by a panel of state employees, contest sponsors and general public. Up to a maximum of three (3) finalists will be recommended by the panel based on the following criteria:

Overall impact: dynamic persuasive/informational emotionally moving/content focused message (message must cover topics specified in the contest rules) (50%)

Originality: concepts/ideas format (25%)

Cinematic Style: camera angles editing/acting direction/lighting (25%)

Once the panel recommends three finalists, a Web-based poll will be launched on the DMV's Internet site. The poll will offer the public the opportunity to view and rate the videos.

DMV will make the final decision on the first, second and third-place winners. When making that decision, DMV will factor in the recommendations of the panel and the results of the Web-based poll.

On February 26, 2009, DMV will select and announce the first, second and third-place winners. The DMV will not be responsible for any server unavailability or any other computer or electronic malfunction relating to the online voting. The decisions of the DMV are final.

The Prize(s)

The winning video will be aired as a PSA on WFSB-TV. **In addition, a monetary prize will be awarded by the Allstate Foundation to the high schools of the top-three winning students (not directly to any student entrant).** The prizes will come with the stipulation that the money must be used for a teen safe-driving educational program to benefit students in the winning student's(s) high school or a nearby high school in the instance of a home-schooled student. The prizes will be awarded directly to the schools. The prizes are for \$2,500.00 for first; \$1,500.00 for second and \$1,000.00 for third.

Questions

For more information, log on to ct.gov/teendriving/contest. If you have questions, you can e-mail DMV at dmv.teencontest@ct.gov.



DEPARTMENT OF MOTOR VEHICLES
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Sponsored by the Connecticut Department
of Motor Vehicles



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